Parking Strategies for Smart Growth

Christine Eary, SANDAG
February 2, 2012

SANDAG

San Diego Jurisdictions

San Diego Regional Comprehensive Plan

Adopted by SANDAG in 2004

- Urban Form
- Transportation
- Housing
- Healthy Environment
- Economic Prosperity
- Public Facilities
- Borders

SANDAG

Smart Growth Tool Box

Planning Tools

- Smart Growth Concept Map
- I-PLACE³S Sketch Model
- **Visualization Tools and Smart Growth Photo Library**
- Smart Growth Design Guidelines
- Trip Generation/Parking Study
- San Diego Regional Bicycle Plan
- Public Outreach Program

Financing Tools

- **TransNet Smart Growth Incentive Program**
- **TransNet Environmental Mitigation Program**
- *TransNet* Active Transportation Grant Program

SANDAG

Study Purpose

- Supplement existing published rates

- Provide data for smart growth development and planning in San Diego region

SANDAG
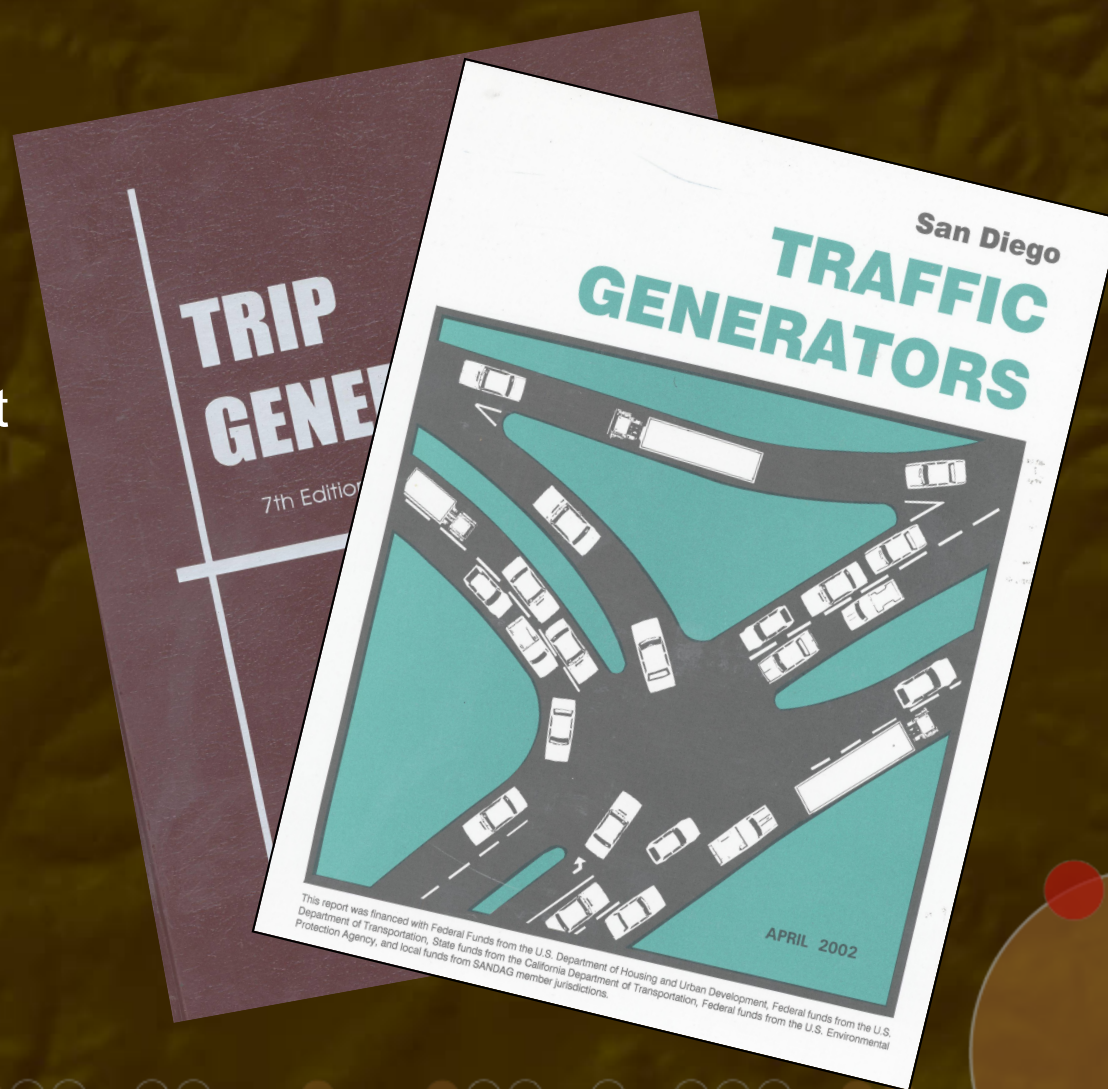
Parking Strategies

- Literature review of best practices

- Analysis of parking standards in the region

- Survey of parking at smart growth sites

SANDAG

PARKING DEMAND AT EXISTING SMART GROWTH DEVELOPMENTS

Site	Location	Supply using city standards	Actual Supply	Occupied Spaces	Parking Occupancy Rate
Rio Vista	San Diego	1500	379	127	34%
Morena Linda Vista	Linda Vista	340	265	170	64%
Uptown	Hillcrest	840	464	376	81%
La Mesa Village Pl	La Mesa	575	279	252	90%
Otay Ranch	Chula Vista	795	456	273	60%

Source: SANDAG, Fehr & Peers, 2009.

Our vision. Our future.
THE REGIONAL COMPREHENSIVE PLAN

SANDAG

RECOMMENDED SAN DIEGO SMART GROWTH DEVELOPMENT PARKING STRATEGIES

Parking Strategy	Potential Parking Reduction	Cost to Implement
Shared Parking	10-20%	More detailed parking analysis during planning stages
Transit Pass Purchase Program	5-20%	Developer includes in price of building, overall decrease in cost because of fewer parking spaces
Charging for Parking	5-20%	Charge tied to use of parking
Unbundled Parking	5-10%	Minor administrative costs
Car-Sharing	2-5%	Developer dedication of parking spaces to car-sharing operations

Our vision. Our future.
THE REGIONAL COMPREHENSIVE PLAN

SANDAG

SUGGESTED SAN DIEGO SMART GROWTH DEVELOPMENT PARKING RATES

Land Use	Parking Demand[3]		Typical/Current Rates - San Diego Region		Suggested Rates	Reduction From Typical
	Urban	Sub-urban	Low	Average		
Residential Multi-Family[1]	1.00	1.20	1.25	1.75-2.50	**1.25**	0-50%
Office[2]	2.40	2.84	3.33	3.60	**2.90**	12-20%
Retail[2]	3.60-4.50		3.30	4.00	**3.60**	1%

Our vision. Our future.
THE REGIONAL COMPREHENSIVE PLAN

SANDAG

Conclusions

- Current rates are high compared to national and local demand studies

- Shared Parking + demand management strategies can further reduce demand

- Lessons learned in working on Parking

Our vision. Our future.
THE REGIONAL COMPREHENSIVE PLAN

SANDAG

Study URL

http://www.sandag.org/parking

PARKING STRATEGIES FOR SMART GROWTH

PLANNING TOOLS FOR THE SAN DIEGO REGION

June 2010

Questions?

- *Christine Eary, SANDAG*

  christine.eary@sandag.org

- *Richard Lee, Fehr & Peers*

  r.lee@fehrandpeers.com